
**AN ANALYSIS OF SMART MARKETING STRATEGIES
IMPORTANCE IN THE IT SECTOR**

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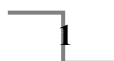
ABSTRACT:

This study explores the vital role that information technology (IT) integration plays in marketing and branding management strategies, emphasizing its importance as a critical component for companies looking to gain a competitive edge in the quickly changing digital landscape. The combination of cutting-edge IT solutions with conventional marketing and branding frameworks appears as a strategic requirement for businesses navigating the complexity of today's marketplace in an era characterized by digital transformation. According to this study, this kind of integration is crucial for transforming how businesses interact with their target markets by providing fresh opportunities for value generation and distinction.

KEYWORDS: Information Technology Integration, Digital Marketing Strategies, Branding Management, Competitive Advantage, Data-Driven Marketing.

INTRODUCTION

In the past century, companies have made a great effort to leave their rivals behind throughout the process of globalization and branding. Companies follow various strategies in order to adapt to the competition and make a difference. Additionally, meeting and satisfying customer needs have become much more difficult since customer demands have increased. Moreover, since the beginning of the 21st century, technology has been improving



drastically, causing changes in each and every part of our lives. Companies have inevitably been affected by these changes and have started to use information and communication technologies more and more in the market.

One of the advantages the Internet provides is that daily problems can be solved easily and quickly. In addition to this, consumer awareness takes a different shape with the advances in technology. Consumers now can find various products and services and make a comparison between them, especially with the help of social media. Furthermore, companies are able to analyze the behaviors and habits of consumers better with the help of social media. Companies which are properly and constantly making editions and optimizations on their web pages are one step ahead in digital marketing. It has become crucial to know the type of search engines consumers use and whether they are able to find certain companies on search engine maps. Advertisements, which were once famous on newspapers, have been replaced with the ones on the web.

LITERATURE REVIEW

The strategic integration of information technology (IT) in marketing and branding has been a focal point of academic and industry research due to its profound impact on building competitive advantage in the digital age. This literature review synthesizes key contributions and perspectives that explore the multifaceted relationship between IT integration and competitive strategy in marketing and branding management. At the outset, Porter's (1985) in (Madhani, 2010) generic strategies and the resource-based view (RBV) of the firm provide foundational frameworks for understanding competitive advantage. Porter emphasizes cost leadership, differentiation, and focus strategies, while the RBV (Barney & Arkan, 2005) suggests that firms can achieve sustainable competitive advantage through the unique combination of resources that are valuable, rare, inimitable, and non-substitutable (VRIN). In the context of IT integration, these theoretical frameworks underscore the potential for digital technologies to serve as critical resources and capabilities that enable differentiation and efficiency (Bharadwaj & Varadarajan, 2017). sRecent studies have expanded on this foundation by specifically examining how digital marketing and branding strategies, powered by IT integration, facilitate competitive differentiation. Keller (2022) highlight the evolution of marketing from a transaction-based approach to one that emphasizes customer engagement and experiences, largely enabled by digital technologies. This shift necessitates a reevaluation of traditional marketing frameworks and introduces new dimensions to branding strategies, where digital touchpoints become central to the

customer journey (Hennig-Thurau et al., 2013). Empirical research has further explored the role of specific technologies in enhancing marketing and branding effectiveness. For instance, the use of data analytics and big data has been shown to significantly improve market segmentation and targeting, allowing firms to tailor their marketing efforts more precisely and to forecast trends with greater accuracy (Wedel & Kannan, 2016). Similarly, social media platforms offer unprecedented opportunities for brand engagement and storytelling, enabling firms to cultivate a stronger emotional connection with their audience (Tafesse, 2015). Moreover, emerging technologies like artificial intelligence (AI), augmented reality (AR), and blockchain are redefining the landscape of marketing and branding. AI and machine learning applications in customer relationship management and personalized marketing have demonstrated the potential to enhance customer satisfaction and loyalty (Huang & Sudhir, 2021). AR offers innovative ways for brands to engage customers by merging digital and physical experiences (Javornik, 2016), while blockchain technology presents new avenues for ensuring brand authenticity and trust (Dwivedi et al., 2022). Despite these opportunities, integrating IT into marketing and branding strategies presents significant challenges. Issues related to data privacy, cybersecurity, and the digital skills gap pose barriers to effective implementation (Bélanger et al., 2017). Moreover, the fast-paced evolution of digital technologies necessitates continual learning and adaptation, which can strain organizational resources and capabilities (Verhoef et al., 2021). This body of literature underscores the strategic imperative of IT integration in marketing and branding for building competitive advantage.

OBJECTIVES OF STUDY

- To study the effect of Digital marketing on brand awareness and overall perception of the company.
- To know whether online marketing is better than offline marketing in today's scenario.
- To gather knowledge about the various modes of marketing.

RESEARCH METHODOLOGY

Steps or techniques used to identify, select, process, and analyze information so as to clearly understanding the research problem with the help of data or information. In this study both primary and secondary data has been used for carrying out the result.

MODE OF DATA COLLECTION:

There are two types of data:

- **Primary Data:** Primary research is data which is obtained firsthand. This means that the researcher conducts the research. Primary research means going directly to the source, rather than relying on pre-existing data samples.
- **Secondary Data:** Secondary research is also known as desk research. This type of research relies on pre-existing data sources such as company websites, articles and market research reports. It is generally carried out at a desk, either offline (via books, research documents, etc.) or online (via websites, pdf reports, etc.).

This study is based on secondary data which collected using different websites available on the internet. We also collected data from various websites available on the internet including the official website of the company and other survey conducting websites.

DATA ANALYSIS & INTERPRETATION

- **Showing which method of marketing you prefer**

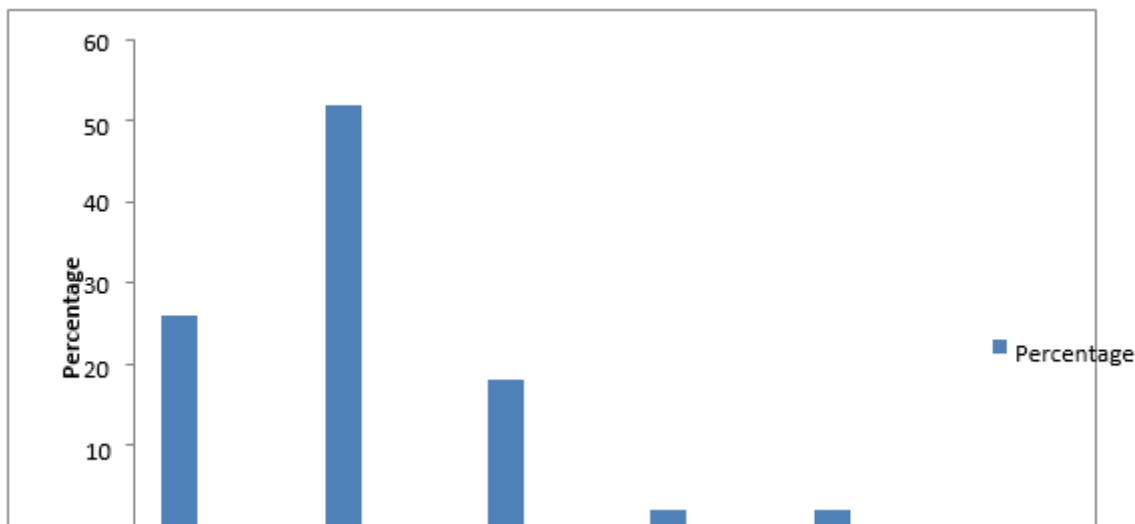
Particulars	No. of respondents	Percentage
Online marketing	32	64
Traditional Marketing	18	36
Total	50	100

Interpretation It shows the preference of marketing. 64% of respondents prefer online marketing and 36% of respondents prefer traditional marketing.

- **Showing that getting a new product launching info via online marketing than a traditional marketing is more informative**

Particulars	No. of respondents	Percentage
Strongly agree	13	26
Agree	26	52
Neutral	9	18
Disagree	1	2
Strongly disagree	1	2
Total	50	100

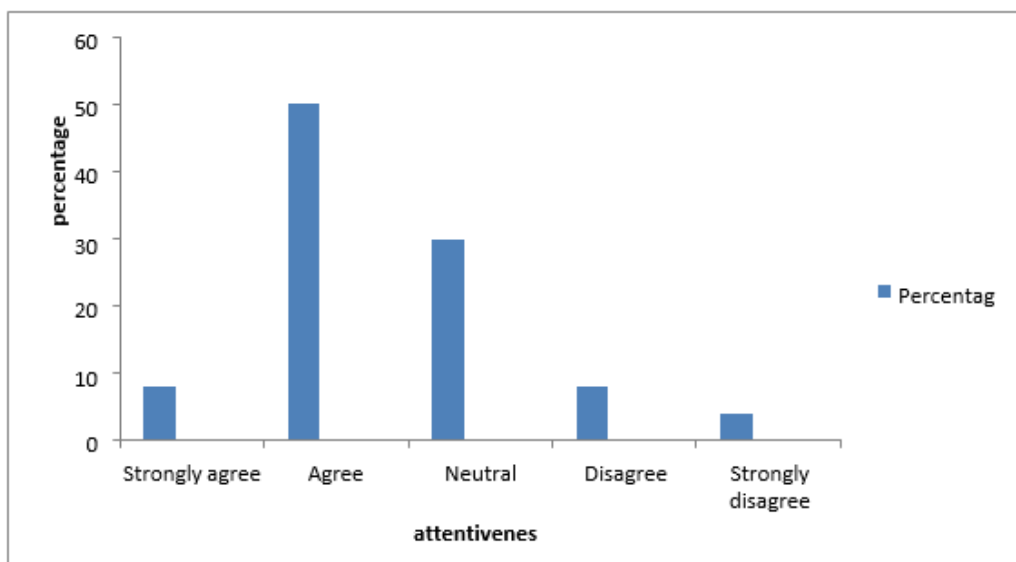
- **Showing opinion regarding the statement that getting a new product launching info via online marketing than a traditional marketing is more informative**



- **Showing attentiveness in online marketing**

Particulars	No. of respondents	Percentage
Strongly agree	4	8
Agree	25	50
Neutral	15	30
Disagree	4	8
Strongly disagree	2	4
Total	50	100

- **Showing attentiveness in online marketing**



Interpretation

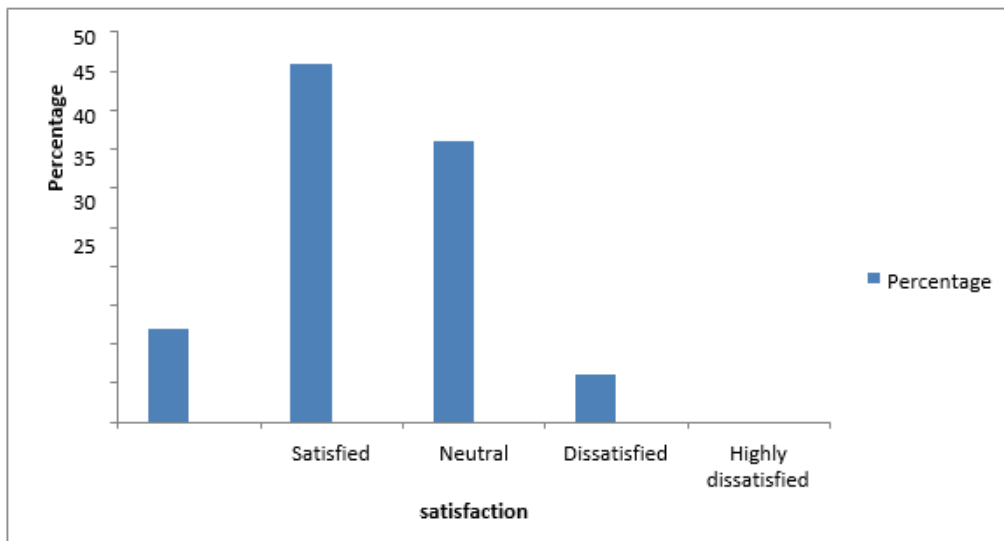
It shows attentiveness in online marketing. 50% of respondents agree that they are attentive in online marketing, 30% of respondents have neutral opinion that they are attentive in online

marketing, 8% of respondents strongly agree that they are attentive in online marketing and 8% of respondents disagree that they are attentive in online marketing, 4% of respondents strongly disagree that they are attentive in online marketing.

- **Showing how much people are satisfied with online marketing**

Particulars	No. of respondents	Percentage
Highly satisfied	6	12
Satisfied	23	46
Neutral	18	36
Dissatisfied	3	6
Highly dissatisfied	0	0
Total	50	100

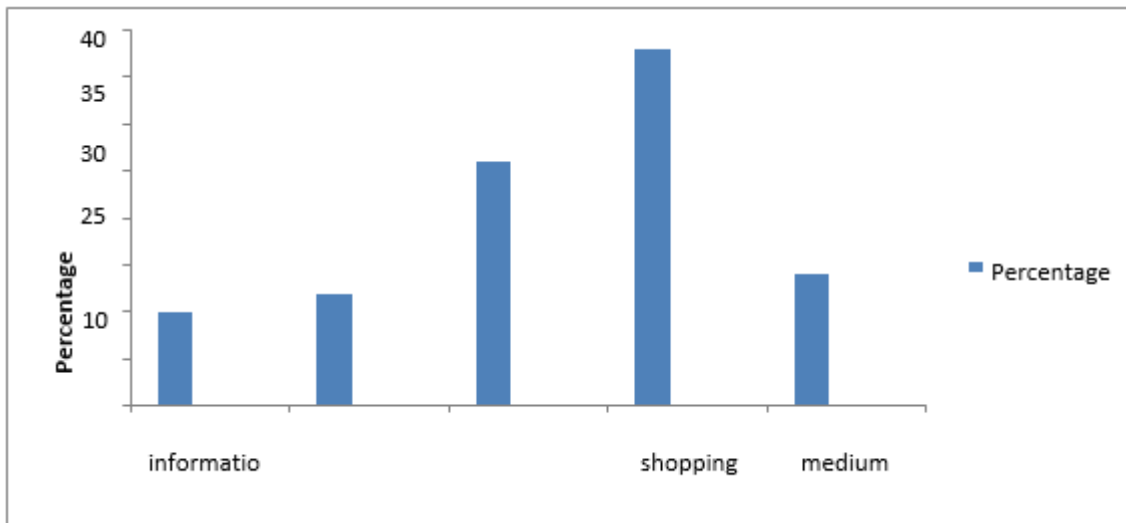
- **Showing how much people are satisfied with online marketing**



- **Showing what are the benefits does traditional marketing offer over the online marketing**

Particulars	No. of respondents	Percentage
Wide range of information	5	10
Low cost	6	12
Time saving	13	26
Ease of shopping	19	38
Interactive medium	7	14
Total	50	100

- **Showing the benefits does traditional marketing offer over the online marketing**

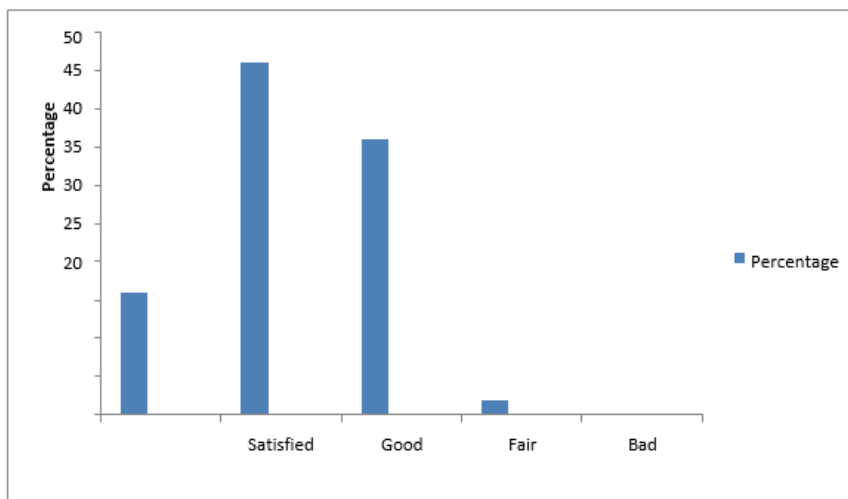


online marketing, 26% of respondents opinion that time saving is provided by traditional marketing, 14% of respondents opinion that traditional marketing as an interactive medium and 12% respondents opinion that traditional marketing offer low cost.10% of respondents opinion that traditional marketing offer wide range of information.

- **Showing how would you rate traditional marketing**

Particulars	No. of respondents	Percentage
Excellent	8	16
Satisfied	23	46
Good	18	36
Fair	1	2
Bad	0	0
Total	50	100

- **Showing rating of traditional marketing by people**



36% of respondents have good opinion about traditional marketing, 16% of respondents have excellent opinion about traditional marketing, 2% of respondents have fair opinion about traditional marketing, No one have bad opinion about traditional marketing.

FINDINGS

- **Social media is a powerful tool for reaching customers:** Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn continue to be important for reaching customers and building brand awareness.
- **Video marketing is on the rise:** Video content is becoming increasingly popular as consumers prefer more engaging and interactive forms of marketing.
- **Mobile optimization is essential:** With more than half of all web traffic now coming from mobile devices, it's essential for businesses to optimize their websites and marketing campaigns for mobile.
- **Personalization is key:** Consumers expect personalized experiences, and businesses that use data to provide personalized marketing messages and recommendations are more likely to succeed.
- **Voice search is growing:** With the increasing popularity of smart speakers and virtual assistants, voice search is becoming an important consideration for businesses in their digital marketing strategies.

CONCLUSION

In conclusion, the transformation from traditional to digital marketing has brought about a wealth of data that can help businesses evaluate the success of their campaigns. By analyzing website traffic, social media engagement, conversion rates, cost per acquisition, and customer lifetime value, businesses can gain a deeper understanding of their marketing efforts and make data-driven decisions.

The transformation from traditional to digital marketing has been significant in the last few years. By incorporating digital platforms, businesses can now reach a much larger audience quickly and efficiently. The availability of data analytics and tracking tools helps businesses to understand and evaluate the performance of their marketing campaigns in real-time. This ensures that they can optimize their approach, deliver targeted messages, build customer relationships efficiently and drive engagement for better results. The digital marketing revolution has transformed the way companies do business, providing many new opportunities for growth and profitability. As a result, businesses that are embracing digital

marketing strategies are growing and becoming more successful today.

Overall, digital marketing is a dynamic and challenging field that requires businesses to stay up to date with the latest trends and technologies. By implementing effective digital marketing strategies and leveraging the power of AI, businesses can gain a competitive advantage and achieve long-term success.

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